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a print layer forming an image, said print layer affixed to said reflective or brightly coloured layer.

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21. (New) ~~A printed document~~ comprising:  
a substrate having a surface to which printed matter is applied;  
a reflective or brightly coloured layer affixed directly to said surface of said plastic substrate, said reflective or brightly coloured layer being a reflective or brightly coloured ink;  
and  
a print layer forming an image, said print layer affixed to said reflective or brightly coloured layer.

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